

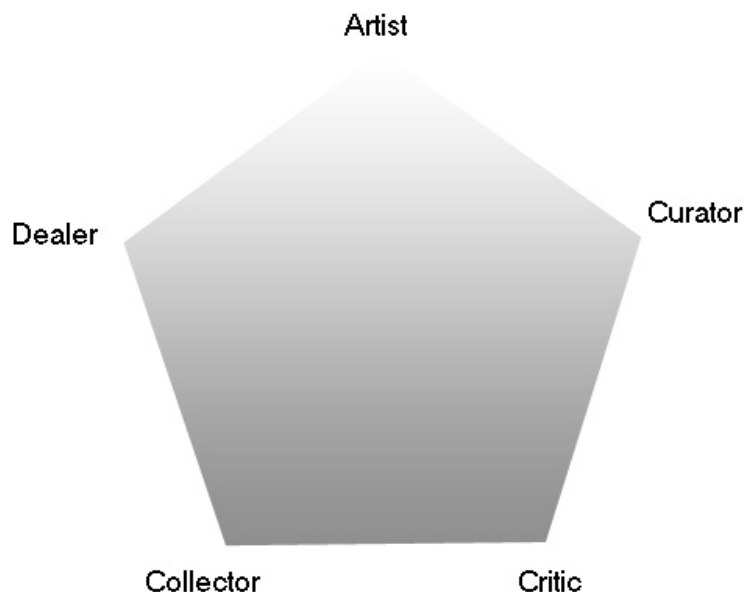
Building and Leveraging Social Networks: How Artists Can Prosper

If you have a teenage kid, they'll be experts at building a social network. As digital natives, they build large, geographically extended groups of friends that have common interests in popular culture subjects like music, gaming, movies or politics.

If you have a spouse who's a business person, they've likely built a large electronic rolodex of contacts that built from years of mutually exchanging business cards in meetings.

Social networks for artists have historically been more local and people-based. The local galleries in the community. The local arts supply store. The framing shops. Other artists. Local patrons of the arts.

With new social networks like myartspace.com, artists can take a more strategic view in terms of building their network. myartspace.com is an inclusive network with art appreciators, dealers, galleries, curators, collectors and art critics. They provide powerful features – for instance, within seconds of posting your next online gallery hundreds of people will be aware of it through the power of myartspace.com. And people want to connect and are connecting on social networks like myartspace.com.



From an artist on myartspace.com....

“...I would like to say that I am impressed that an Art Consultant Firm actually contacted me after seeing my art on MyArtSpace...”.

From a gallery owner on myartspace.com...

“We are a gallery in Montreal, our interest in any listing site is quite frankly to provide us with a way to not only hold our gallery in the public eye, but in our case to be able to hold ourselves out to artists, both established and emerging to receive submissions of work. We look at sites to find new potential talent to add to our artists and to be able to hold ourselves in a category of galleries so that artists may see our direction and sense if there is compatibility for a long term relation. It is as important that artists have a list of galleries open to submissions if not more important than a group of artists being available. The need for all of us to encourage talent is all important, even when the artist has not yet reached the level of gallery representation. I say that with a grain of salt as I have a sense that many respected masters might have trouble gaining gallery representation if they were starting their work today. Bottom line can you advise us as to how we hold ourselves out as brick and mortar gallery on your site. The location of an artist is important as well to many galleries in their search. I feel you have given yourselves an attractive format that lends itself to your cause.”

Some Key Elements of Social Networking

The first step to building your social network begins with yourself. Make sure your online presence tells the world who you are. In myartspace.com terms that means establishing your online “profile” that the outside world will see. This includes your biographic information, your CV/Resume, your exhibitions and galleries where your work has been shown, a photo of yourself and if you wish your email address. People want a holistic view of the artists – not simply their work, but what makes them up as a person. A good profile perks people’s interest.

The second step in the process of social networking is to begin to develop a cadre of people that belong to your network. If you’re an artist, and you see work from another artist that you appreciate, invite that person into your social network. If you see a London gallery displaying the works of some of their exhibiting artists, invite that gallery into your network. Galleries need new, fresh artists to make their living. They are looking for you!

Third, add some pizzazz to your galleries. If a picture is worth 1000 words, then a video must be worth 1 million words. Artists are increasingly adding video interviews of themselves to their galleries to help bring across their thinking behind their work. With myartspace.com being the most powerful tool for bringing together art, music and video, you should leverage that power.

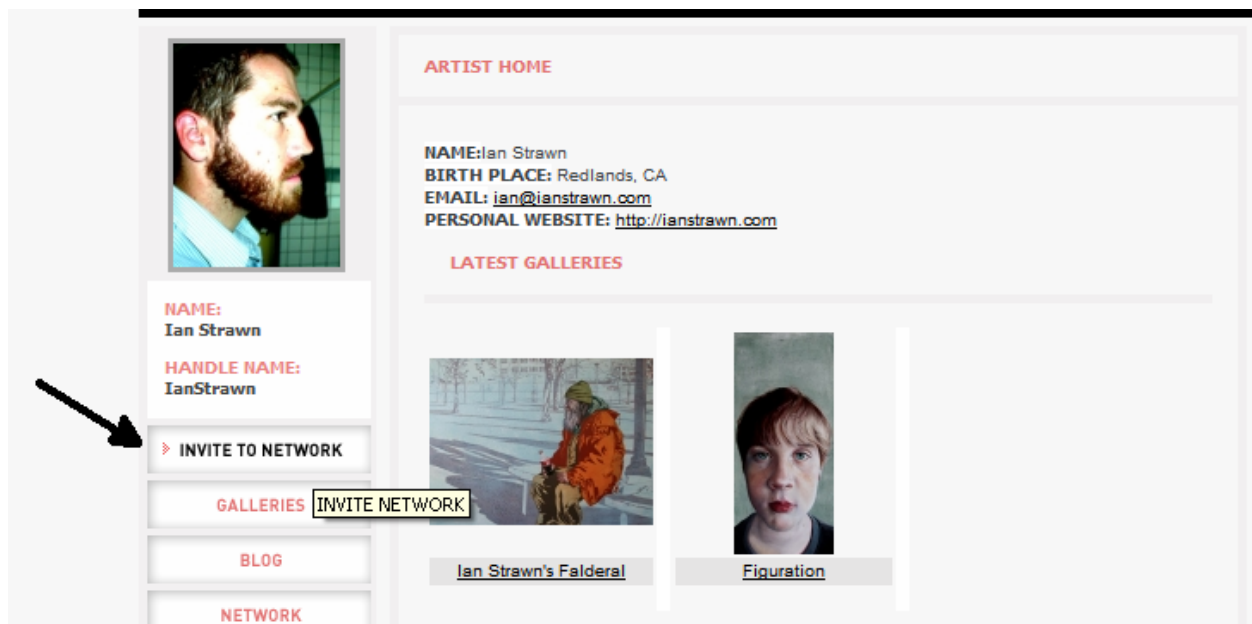
Next you will need to reach out to others to begin building your social network. By inviting someone to your network you will be mutually in each other's network. You can turn on special options in your Profile. For instance, you can automatically notify everyone in your network when you post a new gallery of work. If collectors or curators are in your network, they'll get a first look at your work.

It should be noted that electronic social networks rarely shrink in size. The actual time and resources to maintain these networks is minimal whether they have 10 or 1000 members in them. But they require constant attention as you want to constantly bring new friends and relationships into your network. Keeping it fresh and exciting is important.

Using myartspace network features

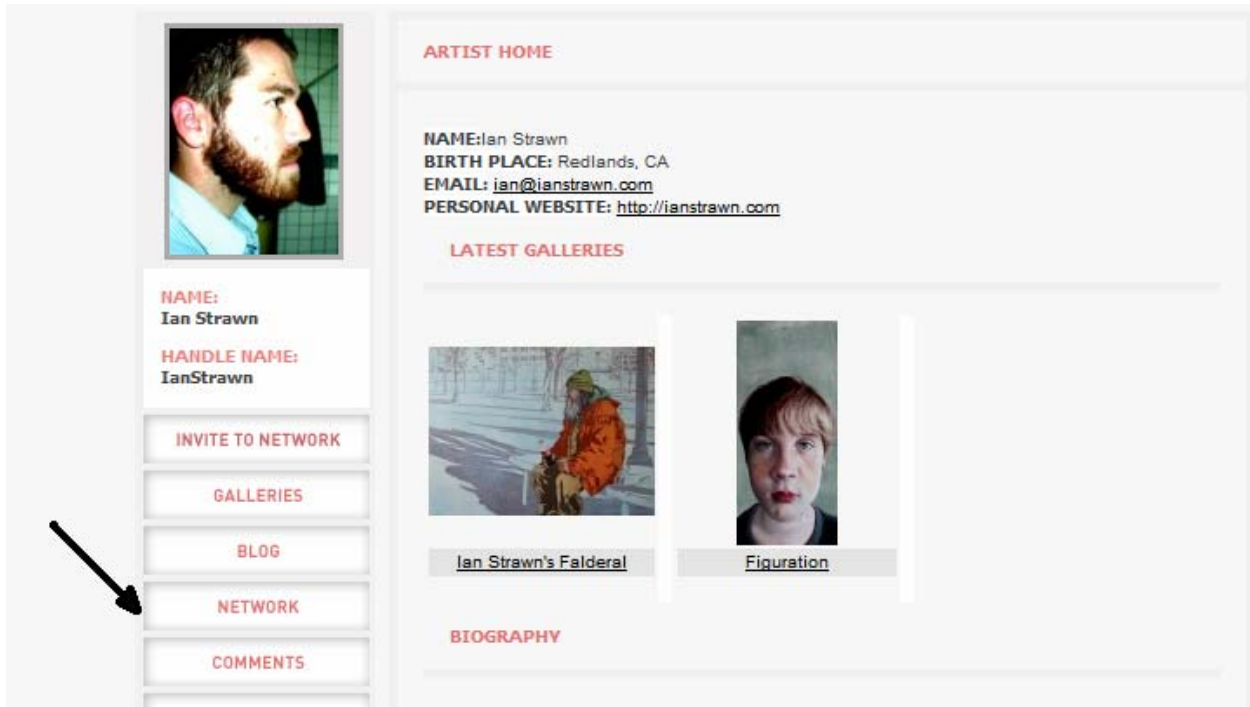
Inviting someone to your network

In order to invite a myartspace member to your network, you must be signed into myartspace. Next, you must bring up the profile page of the member you are interested in on the screen. This can be done quickly and easily by clicking on their photograph. The profile page contains background information on the artist, their email and personal website and of course links to their network and their galleries. In the upper left corner of their home page you will see the button “Invite to Network”. By clicking on this button, you will begin the process of initiating the network connection. Once the person accepts the invitation, each of you will be in your respective networks.



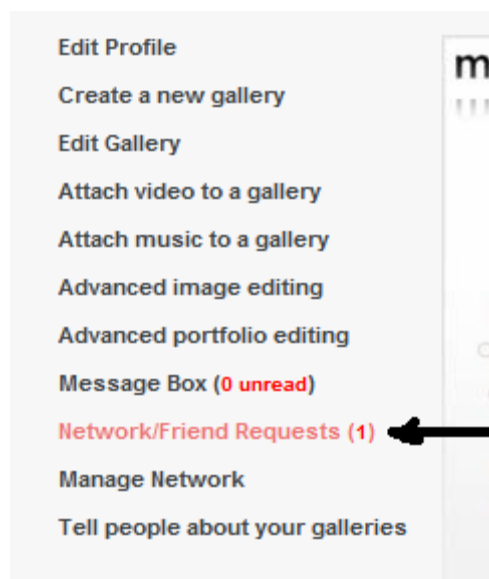
Viewing another Member's Network

Viewing the network of another member is quick and easy. Once again, bring up the artist's profile page and click on the "Network" button on the left. You will see their network members.

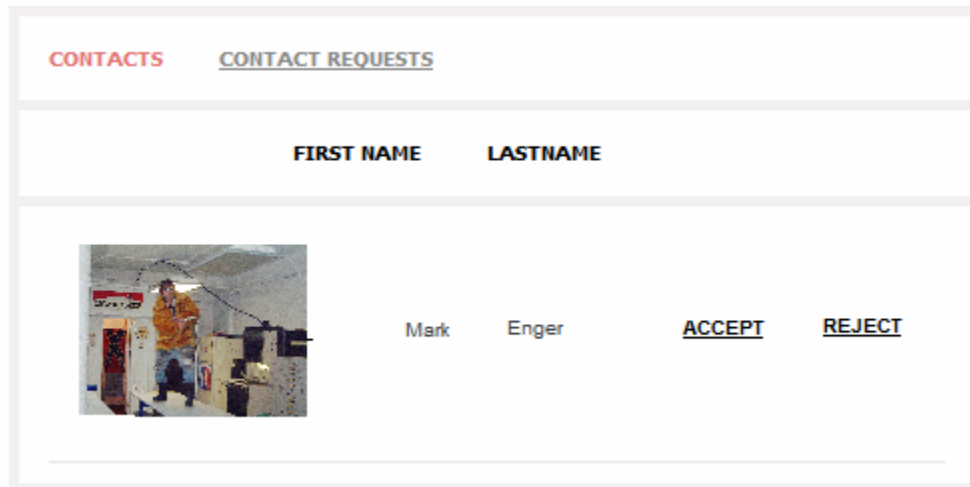


Accepting Invitations to Join a Network

When you sign back into myartspace, you will be greeted by the member "welcome" screen. If you read down the list, you will see a "Network/Friend Requests" item. If it has a number other than zero there, it means you have a pending request from someone to join networks.



By clicking on the “Network/Friend Requests” item, you will see the all your pending requests. You can choose to accept or reject the network request. You can click on the member photo to view their profile page.



Leveraging your network

Communicating with members of your network is quick and easy.

Typical sorts of communication includes....

“I’ll be in LA during the month of June and I’m looking for...”

“If any of you know a good place for”

“Has anyone heard of this site before?”

“I need to share a studio space with someone in the New York...”

“Just back from Iceland, did some incredible work there. See...”

What you will find is that your network can be an incredible help in pursuing your career and life goals. Of course you will be asked to help others as well, so it becomes a mutually beneficial set of relationships. In the age of seamless global communications you will be able to span farther in geography and manage in terms of sheer numbers than any generation of artists before you. It’s another powerful tool awaiting you at myartspace.com.